

Keynote Presentation | [Visual Engagement] How to Enhance Visual Engagement through Data Driven Insights



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Meet the speakers



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How to enhance visual engagement through data driven insights 2023

Kate Rourke
Head of Creative Insights, Asia Pacific

Our business in numbers



Over of 350k content creators



Sales footprint in over 40+ countries



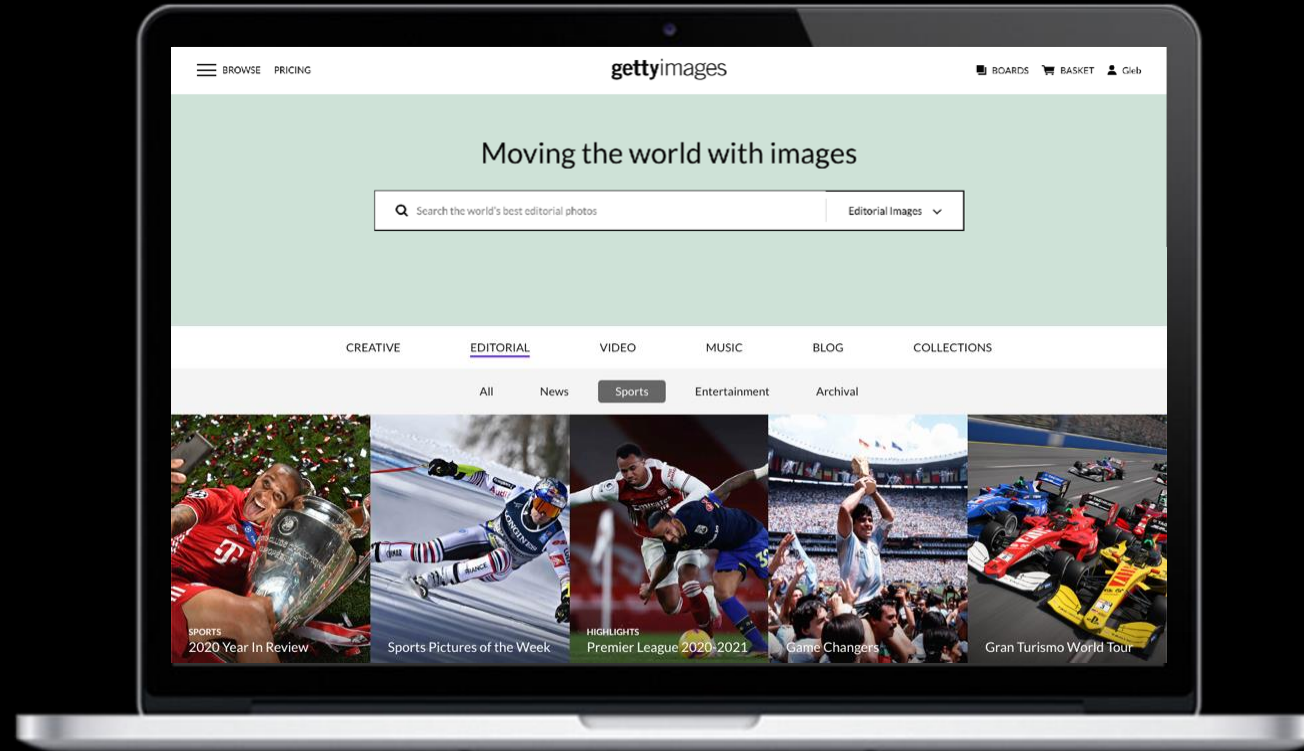
20+ offices



300+ content partners



Translated into 14 languages



1 million clients in almost every country in the world



Over 145 million unique visitors a quarter

Visual storytelling is becoming the world's primary language

90%

of information transmitted to the brain is visual

94%

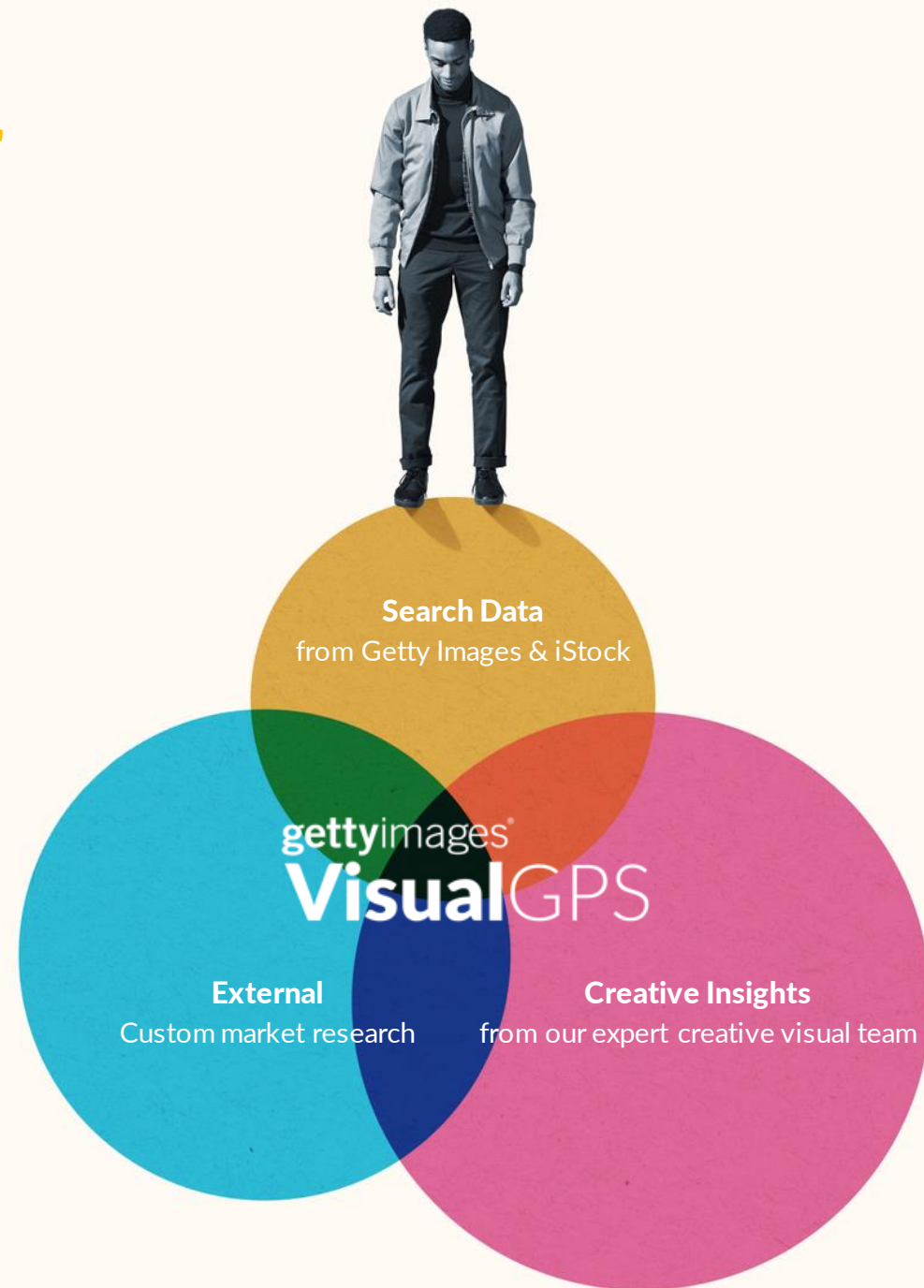
more views for visual content vs content without visuals

**4 in 5 people in Singapore
Southeast Asia**

make decisions on companies they use based on the visuals they see in media and advertising

Methodology underpinning our visual insights

- Analysis of over 2.5 billion+ searches each year on our sites
- Content analysis of a million+ customers download behaviour
- Study of visual semiotics
- Review of insights from regular external consumer surveys regular surveys of 7,000+ consumers in 13 languages across 26 countries



LOOKING BACK TO LOOK FORWARD

2008	Financial Crisis	Everyday Heroes, UGC, Stability
2012	Financial Recovery	Realness, Intimacy, Nature
2019	Covid-19	Technology, inclusion, empathy
2023	Economic recovery	?



Economic Recovery



Wellness

Authenticity
Connection



WIDESPREAD WELLNESS

**Wellness is
growing at 10%
per annum in Asia**

(Dentsu)



People want to make a difference and are willing to pay for it

86%
will pay more for a product or service
from a company that is committed to
supporting the local community

92% want to see more empathy for
those who are disadvantaged

(Visual GPS)



Doing business with smaller businesses are considered

- Necessary for the community and health of the economy (Visual GPS)



User searches in Singapore related to **social wellness** have **doubled** in the last **12 months**.

Worker **+116%**
Collaboration **+50%**
Inclusivity **+422%**
Volunteer **+71%**
Community **+42%**
SME **+137%**

**There remains a big
opportunity
to visualize more**

**<10%
visuals used on this theme**



The care we share

Show how you care and nurture for the people and the planet



Environmental Wellness

82%

**Climate change is having a
direct impact on my life**



People in Singapore and the rest of Southeast Asia see businesses taking the lead in climate change

76%

Believe businesses should take the lead in addressing climate change

User searches around environmental wellness in Singapore has shifted from **individual** effort to a **collective** one

Renewable Energy **+39%**
Sustainable development **+300%**
Circular economy **+78%**
Digital transformation **+25%**
Biotechnology **New Significant term**



There remains a big opportunity to visualize and personalize more

- **<6%** visuals on environmental sustainable themes
- **75%** focus on abstract and conceptual themes
- **25%** feature people



Consumers want to see sustainable solutions

(Visual GPS)

Humanise environmental solutions

Show the people behind or people using these sustainable solutions



gettyimages® VisualGPS Insights Tool

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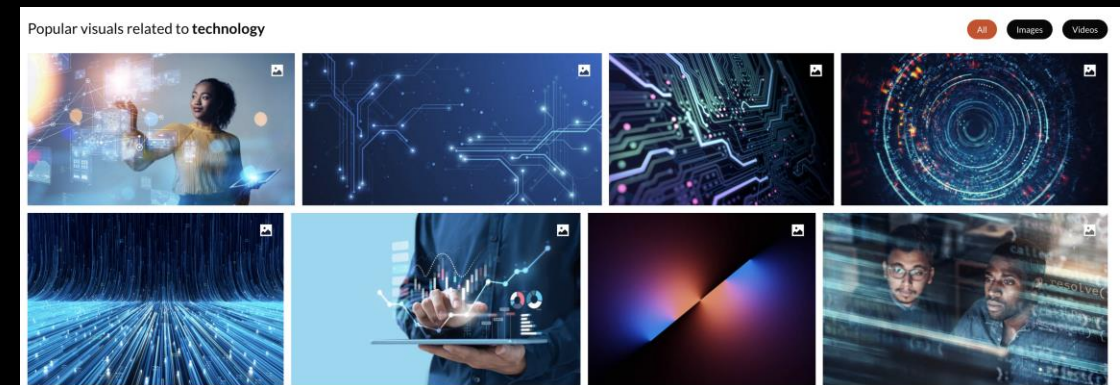
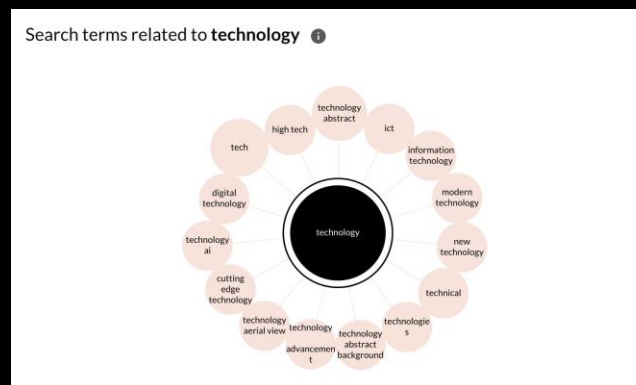
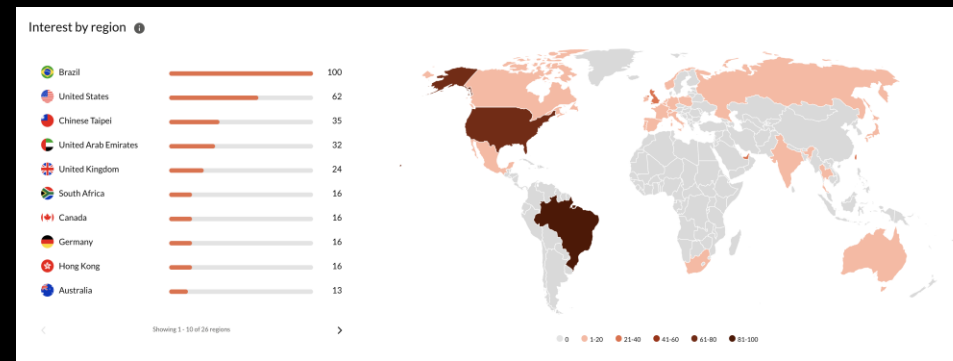
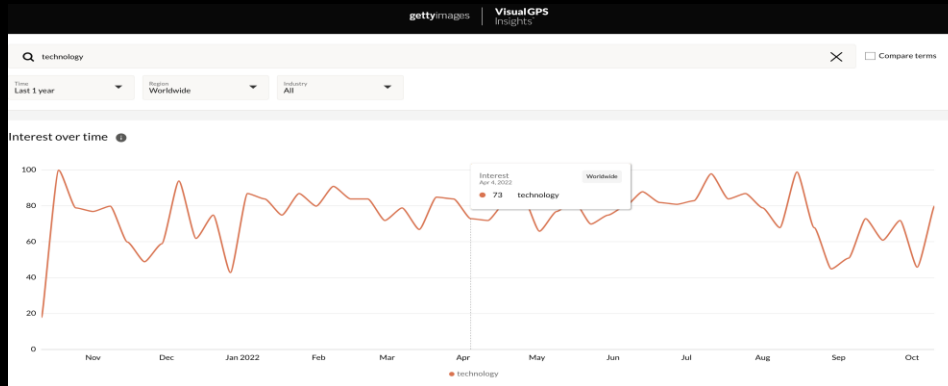
Get informed and inspired by interactive search trend data

Search for a term, see how it's trending, and use the insights to confidently choose the right visuals for your marketing campaigns and brand content.

Find insights about a search term

Terms to inspire you

- paper texture
- family
- christmas
- abstract background
- sky

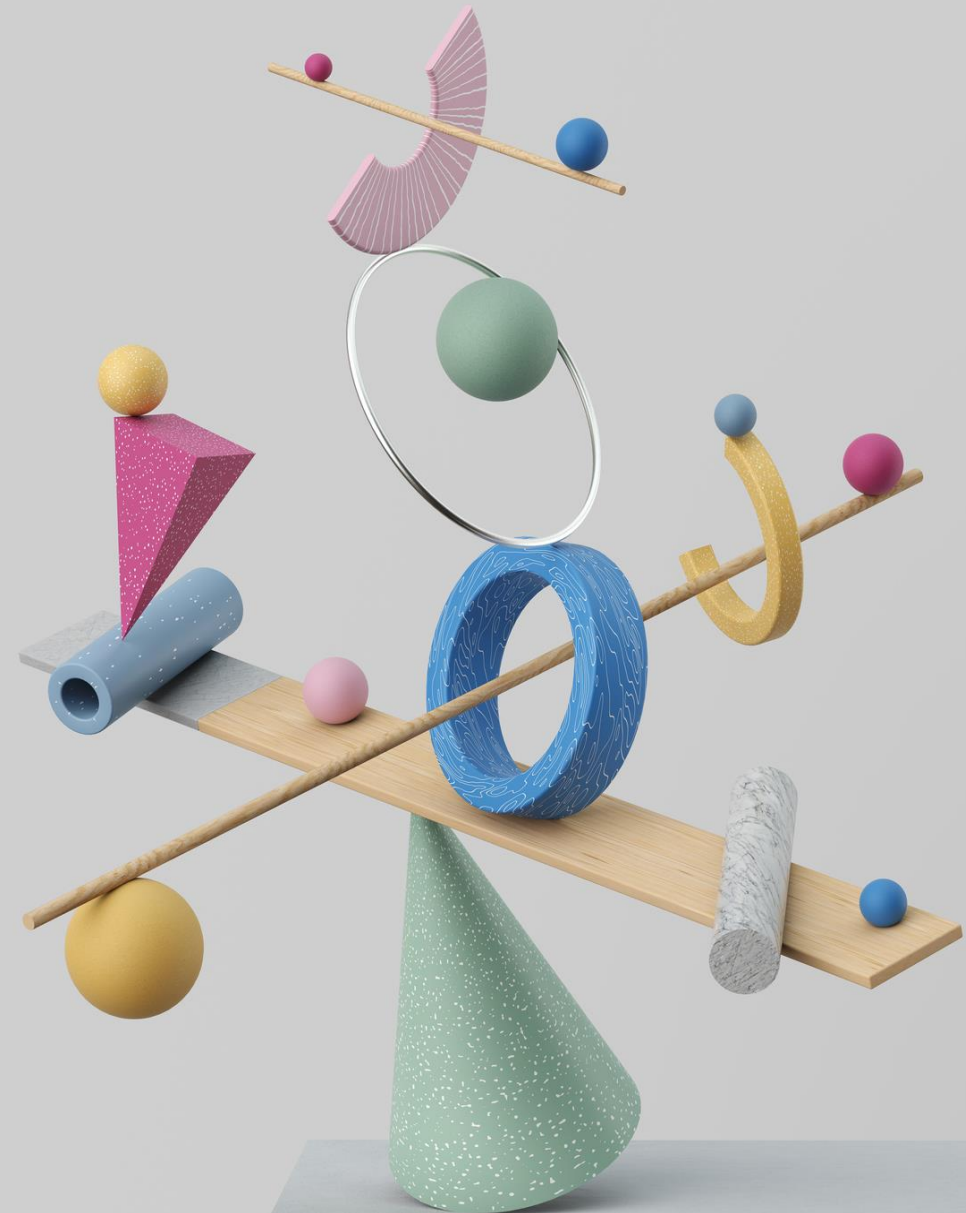




The world has changed



**How can you put
these insights into
action?**



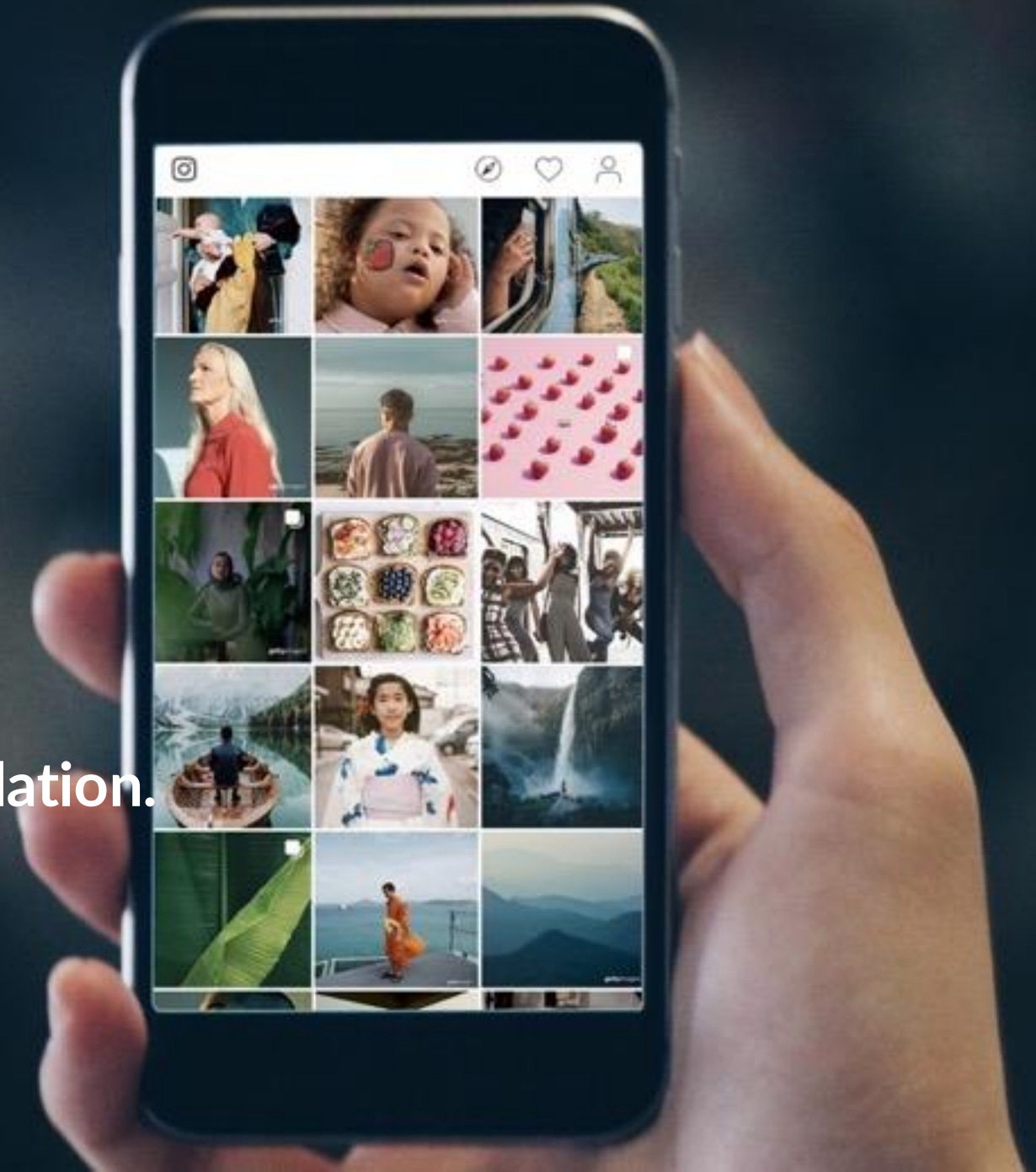
HOW WE CAN HELP

There's more to Getty Images than you probably imagined. Here are the three key points we'll cover today.

The world's best visual content.

The best on-trend visual recommendation.

Workflow tools and expertise.



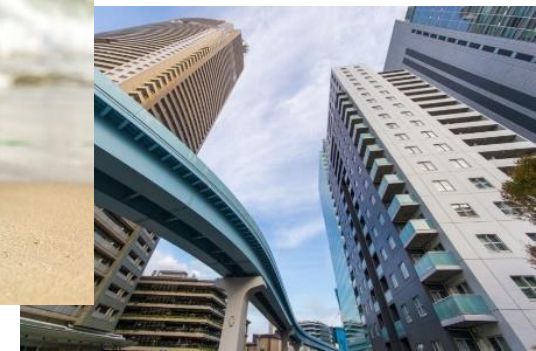
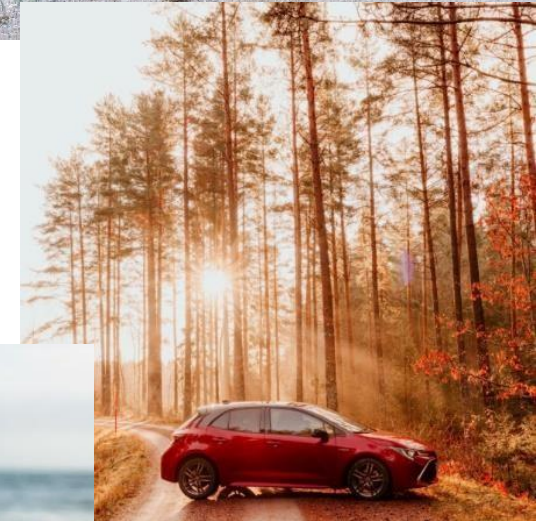
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Custom Content

A library of images or video—
exclusively for your brand—
crowd-sourced from the world's best
photographers and videographers.

HOW CUSTOM CONTENT CAN HELP:

- » **Global scale:** Worldwide contributor's network
- » **Variety:** 5+ photographers with multiple model/location sets per brief
- » **Exclusivity:** Never in a competitor's campaign
- » **Brand-safe:** Fully indemnified, model-released
- » **Alignment** with brand guideline include branding color, products



Case Study: Custom Content

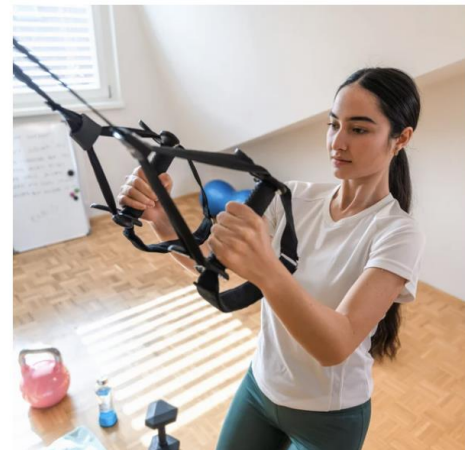
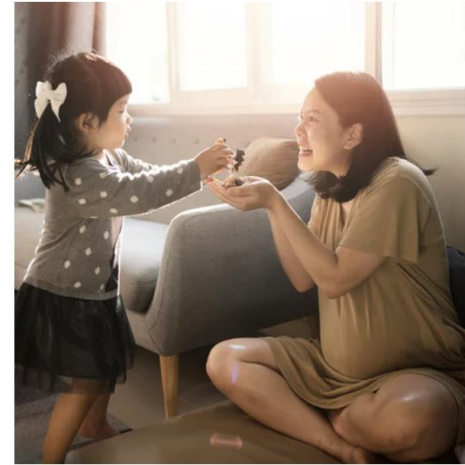
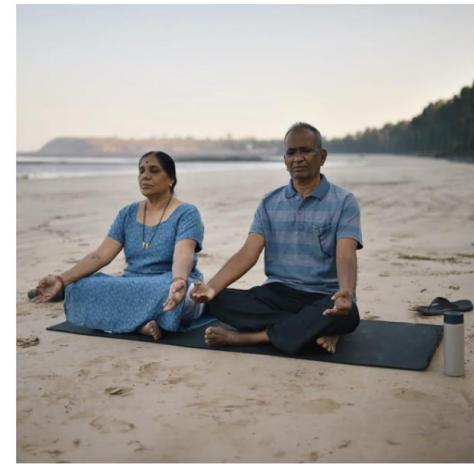
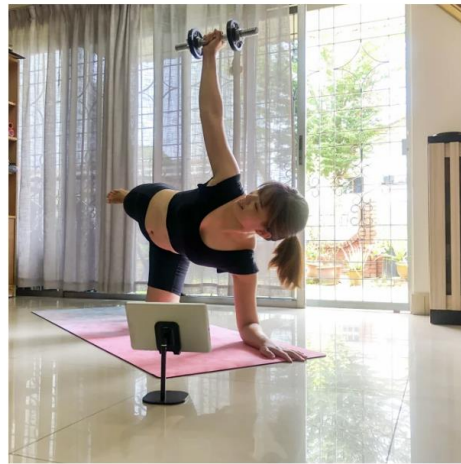


The Ask

The Brand & Marketing team at Standard Chartered Bank in Singapore were looking to create a library of images for their Asia-Pacific teams. It was important to represent diverse Asian ethnicities and capture a sense of real-life authenticity - while delivering on key business themes.

The Solution

In the course of 5 briefs, the Custom Content community in Asia has created imagery on the topics of family connections, healthy lifestyle and retail moments. With over 2,300 images to choose from, the Standard Chartered Bank team was able to access an amazing variety of settings, talent, and real-life moments for their brand library. With exclusive rights in perpetuity, and authentic local representation, this project will help differentiate this leading finance brand in various markets across Asia-Pacific.



Case Study: Custom Content

AMERICAN EXPRESS

The Ask

Our team was tasked to create a library of images geared to promote Amex's new travel insurance throughout ongoing social media campaigns.

The Solution

Using Amex's storyboard as a reference, the Custom Content team went to work matching videographers in geographically diverse areas. We crafted each shot carefully to ensure five distinct shots were captured from multiple perspectives. The final result gave Amex the ability to use over 600 clips in their new library to distribute throughout territories in paid social programs.



Case Study: Custom Content

NONGSHIM

The Ask

Nongshim, a leading instant noodle brand in South Korea, were looking to demonstrate the popularity of their signature product, Shin Ramyun, around the world. To update and refresh their brand library, they wanted to feature diverse people in recognizable places. The key requirement for Nongshim was to create content they are not easily able to capture in their home market.

The Solution

Tapping into the global network of content creators, Getty Images team was able to crowd-source great variety of content for Nongshim. In a single brief, the customer was able to access quality images shot in Italy, Germany, USA, Mexico, Serbia, Spain, Canada and Switzerland. All images featured Shin Ramyun products and were model-released and exclusive in perpetuity - achieving fantastic value for Nongshim that only Custom Content could provide.



Case Study: Custom Content

TOYOTA

The Ask

Toyota was seeking updated imagery for its social channels to continue connecting with fans. The images needed to engage their audience, while working within production limitations due to COVID-19.

The Solution

Getty Images' creatives came up with the concept of shooting miniature model cars for Toyota to make them look real. Photographers around the world were selected to blend real locations with unique miniature model cars, using specialist techniques and hand-built sets. Getty Images' contributors combined imagination and reality to create a library of unique images for Toyota, inspiring engagement and discussion on their social channels.

Roll over the images for a behind-the-scenes look at the creative process.



Thank you

